

# Handout

## M·A·D·D·E·N

### Prospect Qualification Worksheet

#### QUALIFYING YOUR PROSPECTS

	Top Prospect	MADDEN? (Circle)	Classification	Referral Source	Strategy for Securing Information
1		M A D D E N			
2		M A D D E N			
3		M A D D E N			
4		M A D D E N			
5		M A D D E N			
6		M A D D E N			
7		M A D D E N			
8		M A D D E N			
9		M A D D E N			
10		M A D D E N			
11		M A D D E N			
12		M A D D E N			

#### Key:

**M** = Money  
**A** = Approachable  
**D** = Desire  
**D** = Decision Maker  
**E** = Emotion  
**N** = Need

**Class A** = 5+ MADDEN Qualifiers  
**Class B** = 3-4 MADDEN Qualifiers  
**Class C** = 1-2 MADDEN Qualifiers